

To: Andrew, William, Scott, Art, Fenton, John, Ritsert, George, Laughman, Dennis T., Osgood, Scott J., Leonard, John M., Mota, Dinarte P., McGahan, D., 1210 - New York ROU (ALVICH), Oconnor, E J., Vielmetti, Mary-Jean, Oconnor, T P., Cuddahy, R, Writer, P, Molnar, S, Torregrossa, Raymond, Zifcak, Gerald, Abdalian, Alexandra, Fournier, Brian, Devine, John C., Gray, Reginald L., Garry, Michael D., Gay, R E., Kusek, Anthony S., Fall, Eric D., 1310 - Philadelphia ROU (METZG), Nunn, Stephen J., 1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (YOUNGP), Hennessey, Todd, Sawyer, Melissa D., Cormier, Ivyann, Skinner, Michael B., Gagnon, Stephen J., Spillane, Ann M., Lapitsky, Aida, Guevremont, Donna L., Ducharme, Wilfred G., Loman, Nancy F., Carter, David R., Baccari, Nancy A., Fontaine, Lynn E., Borgwald, Robert G., Berger, Barbara, Capaldi, Kristen M., Capasso, Michelle, Dicandia, Maria A., Slomcinsky, Cynthia P., Eades, Kellie L., Lawson, Debra A., Thomas, Donald L., Bisson, Donna J., Campellone, John J.

From: 1100 - Boston Region (KERSHON)

Posted: 5/13/98 12:47

Opened: 5/13/98 14:49

Subject: Xtra Mart Doral Amer Adventure

This letter is being distributed to appropriate reps in Region 1100 and to ROU's 1210, 1310, 1610 and 2910 for their distribution to the sales personnel listed on the attached sheet.

Should you receive this letter in error, please treat as information only.

Thanks,

Boston Chain 1140

Sales		Retail	
1221		1222	24
1222	6	1223	
1223		1224	
1224		1225	
1225		1226	
1226		1229	
1229		1240	
1240		1244	
	RSM		RBM

PC SC
MC PA

51853 5064

May 13, 1998

Distribution to:

ROU'S		SALES REPS		RETAIL REPS	
BOSTON	1110	112206	112807	112220	112828
		112207	112808	112224	112829
		112208	113010	112227	113030
		112209	113101	112820	113120
		112801	113102	112821	113121
		112803	113103	112822	113122
		112804	113104	112823	113123
		112805	113105	112824	113125
		112806	113107	112825	113126
			113109	112826	113128
					113129
NEW YORK METRO	1210	122206		122224	
PHILADELPHIA	1310	132202		132221	13225
		132203		132223	
BUFFALO	1610	163803	163807	163821	163826
RICHMOND	2910	292601	292607	292623	292624
		292704		292625	292740

CC: Division Managers
Retail Managers

51853 5065



M. A. BELNIAK
Key Account Manager
227-A South Street
Hopkinton, MA 01748
Phone: 508 435 8613
Fax: 508 435 8591
Voice Mail: 1-800-757-8255
ext. 67719

SENT VIA E-MAIL

May 13, 1998

TO: All Sales Personnel With XTRA MART
(excluding MA and VA)

RE: XTRA MART (CID # 1403 00 00)
DORAL "THE BIG AMERICAN ADVENTURE"

Ladies and Gentlemen:

Mr. Frank Feeney, Vice President of Purchasing for Xtra Mart Convenience Stores, has approved participation by all Xtra Mart locations (excluding those located in MA and VA) in RJR's Doral "The Big American Adventure."

Please find below pertinent information regarding this program:

- All locations will receive, during the week of 5/18/98, POS Kits (*via Direct Store Delivery*).
- Xtra Mart store managers are to place and maintain the following during June and July 1998:
 - Easel Card with Take Ones
 - Match Caddie with Take Ones
 - Dangler or Floor Mat or Poster
- During July, 1998 coverage, Reps should indicate locations that have placed authorized POS...
 - Hand Held Description: DOR RETAIL INCEN
 - Pay Type: HDQTR CHECK

Sincerely,

Mike

M. A. Belniak

MAB/nsk

51853 5066